

REMARKS

Reconsideration of this application, as presently amended, is respectfully requested. Claims 26-40 are now pending in this application, claims 1-5 and 11-25 having been cancelled and new claims 26-40 having been added by the present Amendment.

Claim Rejections – 35 U.S.C. §103

In the final Office Action dated July 24, 2007, claims 1-5 and 11-25 were rejected under 35 U.S.C. §103(a) as being unpatentable over **Thibadeau** (USP 5,565,909, previously cited) in view of **Zigmond** (USP 6,698,020, previously cited).

It is respectfully submitted that neither **Thibadeau** nor **Zigmond** disclose or suggest the features currently recited in the present claims, for example, “a digital broadcast receiving device, comprising receiving means for receiving a digital broadcasting signal that carries data representing advertising information and geographical area information for the advertising information; means for providing position data representing the position of the digital broadcast receiving device in response to reception by the device of a transmission signal from a transmitter; and selection means for selecting, in accordance with the position data and the geographical area information, advertising information received by the receiving means to be supplied to an output means.”

Accordingly, reconsideration and withdrawal of the rejection under §103 are respectfully requested.

Application No. 09/988,336
Art Unit: 2623

Amendment under 37 C.F.R. §1.114
Attorney Docket No.: 042206

CONCLUSION

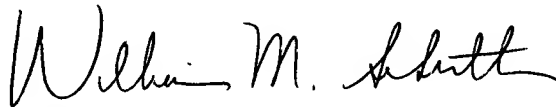
In view of the foregoing amendments and accompanying remarks, it is submitted that all pending claims are in condition for allowance. A prompt and favorable reconsideration of the rejection and an indication of allowability of all pending claims are earnestly solicited.

If the Examiner believes that there are issues remaining to be resolved in this application, the Examiner is invited to contact the undersigned attorney at the telephone number indicated below to arrange for an interview to expedite and complete prosecution of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

WESTERMAN, HATTORI, DANIELS & ADRIAN, LLP

A handwritten signature in black ink, appearing to read "William M. Schertler".

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